

# OUTREACH COMMITTEE 2021 WORK PLAN

### Mission

- Serve as a forum to facilitate informational exchange between federal, state, tribal, regional and local governments, the private sector and professional associations.
- Collect information on user requirements on matters related to geographic information systems, technologies, products, services, standards, programs and activities

## 2021 Meeting Dates (Meets on the third Wednesday of each month)

January 20	February 17	March 17	April 21
May 19	June 16	July 21	August 18
September 15	October 20	November 17	December 15

## **Committee Participants**

- Chairs: Jenna Leveille, Cheryl Thurman, Patrick Whiteford
- Secretary: Aryn Musgrave
- Voting Members: Cheryl Begay Mizell, Sage Donaldson, Kasey Green, Paul Minnick, Lucas Murray
- Public Members At Large: Samantha Dinning, Shuana Evans, Seth Franzman, Mike Hilstrom, Shaun Perfect, Aparna Thatte

### 2021 Goals and Activities

- 1. INCREASE AGIC AWARENESS AND PARTICIPATION
  - Increase annual AGIC conference attendance
  - Increase outreach to rural and tribal communities, non-GIS savvy organizations, students, and educators
  - Increase visibility about the benefits of GIS
    - Actively recruit new members for Outreach Committee
- 2. UPDATE/MAINTAIN AGIC WEBPAGE AND SOCIAL MEDIA
  - Maintain AGIC news and Resources sections of the AGIC website
  - Support the activities of the Social Media Workgroup
  - Maintain standard work documenting website and social media activities
  - Coordinate with other AGIC Committees and Work Groups as needed for website and social media content



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#### 3. OUTREACH MATERIAL

- Finalize and acquire AGIC marketing materials for participation at conferences and events
- Create and revise AGIC Outreach materials as needed; making certain to include appropriate file formats for use on social media channels
- Research and identify additional opportunities for distribution of AGIC Outreach materials

## 4. SUPPORT PROFESSIONAL DEVELOPMENT OPPORTUNITIES

- Implement an AGIC mentoring program
- Facilitate Statewide GIS Day activities and participation
- o Implement AGIC participation recognition protocols
- Participate in, and promote Arizona GIS events and User Groups Meetings
- Support and promote social networking and professional development opportunities
- Coordinate with other AGIC Committees and Work Groups in the creation, organization
  & advertising of AGIC Educational Workshops